



**DOWN TO
EARTH**

AGRICULTURE SUSTAINS ALABAMA



WHAT IS DOWN TO EARTH?

Down to Earth is **a collaborative communications campaign** designed to be a voice for agricultural stakeholders in Alabama to promote the sustainable, conservation-minded practices farmers and ranchers are already doing.



GOAL

To influence consumers' beliefs by promoting the sustainable, conservation-minded practices Alabama farmers, forestland owners and ranchers are implementing to protect the environment for future generations.



WORKING GROUP

Alabama Agribusiness Council
Alabama Association of RC&D Councils
Alabama Cattlemen's Association
Alabama Cooperative Extension System
Alabama Department of Agriculture & Industries
Alabama Farmers Federation
Alabama Poultry & Egg Association
Alabama Forestry Commission
Sweet Grown Alabama



SPONSORS

Alabama Ag Credit

Alabama Farm Credit

Alabama Soil & Water Conservation Committee

Auburn University

Corteva

First South Farm Credit





THE MAIN POINTS

- Carbon Emissions
- Animal & Plant Efficiency
- Data & Technology
- Conserving Natural Resources
- Smart Land Use
- Sustaining for the Future



CARBON EMISSIONS

Farmers and timber owners are kings of carbon...carbon storage, that is. We've been turning carbon into oxygen since, well, forever.



ANIMAL & PLANT EFFICIENCY

Growing more. Using less. For farmers, it's that simple.



DATA & TECHNOLOGY

Farmers and forest owners are tech-savvy — just like you.

Computers, smartphones and GPS help us more efficiently care for our land, livestock and crops.



CONSERVING NATURAL RESOURCES

Our roots run deep when it comes to conservation. Farmers and timber growers conserve land, air and water — all day. Every day.



SMART LAND USE

We work to keep our land healthy
so it can do what it was made to do
– sustain us.



SUSTAINING FOR THE FUTURE

We care about sustainability
because the land is our most
treasured family heirloom.



Carbon Emissions

SPRING 2022

Animal & Plant Efficiency

SUMMER 2022

Data & Technology

SUMMER 2022

Conserving Natural Resources

FALL 2022

Smart Land Use

WINTER 2023

Sustaining for the Future

SPRING 2023



Spreading the Word

BROADCAST ←

PRINT ←

DIGITAL ←

DOWN TO EARTH DAY

March 31, 2022



Campaign Launch Event
Pike Road, AL



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